CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Rev	vision		Alt Order #		
	498623	1		06368051		
Product					r	
DEAN HELLER 4 SENATE						
Contract Dates	Estimate #					
10/17/12 - 10/23/12						
Advertiser			Or	iginal Date	/ Revision '	
Dean Heller For Senate		1		0/15/12	/ 10/22/12	
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	Station	Accou	nt E	xecutive	Sales Office	
	KVVU	Teresa	Dit	furia	TELEREP-PHIL	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	Agency Ref			Advertiser	Ref	

Spots/ Length Week Rate Type Spots Amount Start/End Time Days Ch Start Date End Date Description \$3,250.00 NM :30 **BB** League Championships 1pm-8pm KVVU 10/17/12 10/17/12 Rate End Date Spots/Week Start Date <u>Weekdays</u> \$3,250.00 10/15/12 10/21/12 __1__-1 Week: NM 2 \$900.00 5a-6a :30 FOX 5 News 5-6am M-F KVVU 10/18/12 10/19/12 Rate Spots/Week **End Date** <u>Weekdays</u> Start Date 2 \$450.00 Week: 10/15/12 10/21/12 --TF--:30 NM \$450.00 1 10/22/12 FOX 5 News 5-6am M-F 5a-6a KVVU 10/22/12 Start Date End Date <u>Weekdays</u> Spots/Week Rate \$450.00 Week: 10/22/12 10/28/12 NM \$725.00 :30 1 Fox 5 News AM M-F 6a-7a M-F 6a-7a KVVU 10/18/12 10/18/12 Spots/Week Rate Start Date **End Date** Weekdays \$725.00 Week: 10/15/12 10/21/12 ---1---NM 2 \$1,450.00 Fox 5 News AM M-F 6a-7a M-F 6a-7a :30 KVVU 10/22/12 10/23/12 Start Date **End Date** Weekdays Spots/Week Rate \$725.00 Week: 10/22/12 10/28/12 MT----2 Fox 5 News AM M-F 7a-9a NM 1 \$700.00 M-F 7a-9a :30 KVVU 10/18/12 10/18/12 Spots/Week **End Date** Rate <u>Start Date</u> **Weekdays** \$700.00 10/21/12 ---1---1 Week: 10/15/12 NM 2 \$1,400.00 :30 Fox 5 News AM M-F 7a-9a M-F 7a-9a 7 KVVU 10/22/12 10/23/12 Spots/Week Rate Start Date End Date <u>Weekdays</u> \$700.00 10/28/12 Week: 10/22/12 2 NM 2 \$550.00 M-F 9a-10a :30 More M-F 9-10a KVVU 10/17/12 10/18/12 8 **End Date** Weekdays Spots/Week Rate Start Date \$275.00 --WT---10/21/12 Week: 10/15/12 NM \$550.00 2 :30 M-F 9a-10a 9 KVVU 10/22/12 10/23/12 More M-F 9-10a End Date Spots/Week <u>Rate</u> Start Date Weekdays \$275.00 2 Week: 10/22/12 10/28/12 MT----2 M-F 10a-11a :30 NM \$500.00 The Dr.Oz Show 10/19/12 KVVU 10/18/12 Spots/Week <u>Rate</u> End Date Weekdays 1 1 2 1 Start Date \$250.00 Week: 10/15/12 10/21/12 ---TF--2 NM 1 \$250.00 M-F 10a-11a :30 11 KVVU 10/22/12 10/22/12 The Dr.Oz Show Spots/Week Rate Start Date End Date <u>Weekdays</u>

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract Dates Product Estimate #
10/17/12 - 10/23/12 DEAN HELLER 4 SENA

 Advertiser
 Original Date / Revision

 Dean Heller For Senate
 10/15/12 / 10/22/12

Spots/

		Spo	ots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length We	ek Rate	Type S	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/12 1 1	<u>k Rate</u> \$250.00					
N 12 KVVU 10/17/12 10/18/12 Better Start Date End Date Weekdays Spots/Wee Week: 10/15/12 10/21/12WT 2	M-F 11a-12p <u>k Rate</u> \$195.00	:30		NM	0	\$0.00
Spot Ch Date Range Description 1 KVVU 10/15/12-10/21/12 Better	Start/End Time M-F 11a-12p	Weekdays Length :30	<u>Rate</u> \$195.00	<u>Type</u> <i>NM</i>		
See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19. 2 KVVU 10/15/12-10/21/12 Better See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.	M-F 11a-12p	wTh :30	\$195.00	NM		
N 13 KVVU 10/17/12 10/19/12 Divorce Court/Divorce Co Start Date End Date Weekdays Spots/Wee Week: 10/15/12 10/21/12W-F 2	ourt M-F 12-1p	:30		NM	0	\$0.00
Spot Ch Date Range Description 1 KVVU 10/15/12-10/21/12 Divorce Court/Divorce Co		Weekdays Length	<u>Rate</u> <i>\$195.00</i>	<u>Type</u> <i>NM</i>		
See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19. 2 KVVU 10/15/12-10/21/12 Divorce Court/Divorce C See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22	.11,19.12,19.13,19.14, ourt M-F 12-1p	,19.15 WF :30	\$195.00	NM		٠
N 14 KVVU 10/22/12 10/23/12 Divorce Court/Divorce Co <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/12 MT 2		:30		NM	2	\$390.00
N 15 KVVU 10/18/12 10/19/12 Cops/Dog The Bounty Hu Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>	:30		NM	0	\$0.00
Week: 10/15/12 10/21/12TF 2 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 KVVU 10/15/12-10/21/12 Cops/Dog The Bounty H See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22	\$195.00 <u>Start/End Time</u> Junte M-F 12-1p	Weekdays Length	<u>Rate</u> \$195.00	<u>Type</u> <i>NM</i>		
2 KVVU 10/15/12-10/21/12 Cops/Dog The Bounty H See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22	lunte M-F 12-1p	ThF :30	\$195.00	NM		
N 16 KVVU 10/22/12 10/23/12 Cops/Dog The Bounty Hu <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/22/12 10/28/12 MT 2		:30		NM	0	\$0.00
Spot Ch Date Range Description 1 KVVU 10/22/12-10/28/12 Cops/Dog The Bounty H	Start/End Time lunter 1-2pm	Weekdays Length MTu: :30	<u>Rate</u> \$195.00	<u>Type</u> NM		
See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22 2 KVVU 10/22/12-10/28/12 Cops/Dog The Bounty H See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22	lunter 1-2pm	MTu: :30	\$195.00	NM		
N 17 KVVU 10/18/12 10/18/12 Katie Start Date End Date Weekdays Spots/Wee	1-2pm <u>k Rate</u>	:30		NM	0	\$0.00
Week: 10/15/12 10/21/121 1 <u>Spot Ch Date Range Description</u> 1 KVVU 10/15/12-10/21/12 Katie	\$425.00 Start/End Time 1-2pm	Weekdays Length :30	<u>Rate</u> \$425.00	<u>Type</u> NM		
See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22 N 18 KVVU 10/23/12 10/23/12 Katie Couric Start Date End Date Weekdays Spots/Wee Week: 10/22/12 10/28/12 -1 1	2-3p <u>k Rate</u> \$425.00	:30		NM	1	\$425.00
N 19 KVVU 10/17/12 10/19/12 Anderson <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12W-F 2	3-4p <u>Rate</u> \$450.00	:30		MM	19	\$9,500.00

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KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision	Alt Order #
498623 /	06368051

Contract Dates Estimate # Product DEAN HELLER 4 SENA 10/17/12 - 10/23/12

Original Date / Revision <u>Advertiser</u> 10/15/12 / 10/22/12 Dean Heller For Senate

			Spot	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Le	ength Wee		Type Spots	Amount
Start Date End Date Weekdays Spots/W					_	this compression, and a market and desired
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	Length	Rate	<u>Type</u>	
1 KVVU 10/15/12-10/21/12 Anderson See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,	3-4p	WF	:30	\$450.00	NM	
2 KVVU 10/15/12-10/21/12 Anderson	19.11, 19.12, 19.13, 19.14, 3-4p	19.10 WF	:30	\$450.00	NM	
See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.2	•	., .	.00	ψ 100.00	7477	
3 KVVU 10/17/12-10/17/12 Katie	<i>M-F 11</i> a-12p	W	:30	\$425.00	NM	
® See MG 19.23,19.24	·					
4 KVVU 10/22/12-10/22/12 Special Early News	Special Early Net	v:M−−−−−	:30	\$765.00	NM	
® See MG 25.3,25.4,25.5						
5 KVVU 10/18/12-10/18/12 Extra	M-Sa 8-10p/Su 7-	-1Th	:30	\$825.00	NM	
MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.	1,24.2,24.1,22.2,19.1	4	.20	\$905.00	NINA	
6 KVVU 10/18/12-10/18/12 TMZ	M-Sa 8-10p/Su 7-	-1I N	:30	\$825.00	NM	
MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27. 7 KVVU 10/22/12-10/22/12 TMZ	M-Sa 8-10p/Su 7	-1M	:30	\$825.00	NM	
® See MG 25.3,25.4,25.5	W-Sa G-TOP/Su T	7141	.50	Ψ020.00	14141	
8 KVVU 10/17/12-10/17/12 Fox 5 News at 5 MF 5	30-6p M-F 530-6p	W	:30	\$1,025.00	NM	
⊕ MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.				•		
9 KVVU 10/17/12-10/17/12 BB League Champion		W	:30	\$2,200.00	NM	
MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.	1,24.2,24.1,22.2,19.1					
10 KVVU 10/17/12-10/19/12 Friends	M-F 12:05-1:05a	WThF	:30	\$225.00	NM	
→ MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.	1,24.2,24.1,22.2,19.1	•				
11 KVVU 10/17/12-10/19/12 Friends	M-F 12:05-1:05a	WThF	:30	\$225.00	NM	
MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.		umbr	.20	£400.00	NINA	
12 KVVU 10/17/12-10/19/12 Extra	M-F 1:05-1:35am	WIM	:30	\$100.00	NM	
13 KVVU 10/17/12-10/19/12 Katle	M-F 3-4am	WThF	:30	\$95.00	NM	
MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.		** 1111	.50	ψ33.00	TAIAL	
14 KVVU 10/18/12-10/19/12 Special Early News	Special Early Nev	v:ThF	:30	\$450.00	NM	
® MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.				,		
15 KVVU 10/18/12-10/19/12 Special Early News	Special Early Nev	v:ThF	:30	\$450.00	NM	
⊕ MG for 26.1,13.1,12.1,29.2,28.1,30.1,12.2,22.3,27.	1,24.2,24.1,22.2,19.1					
16 KVVU 10/18/12-10/19/12 Cops/Dog The Bounty	HunterM-F 12-1p	ThF	:30	\$195.00	NM .	
® MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2						
17 KVVU 10/18/12-10/19/12 Cops/Dog The Bounty	HunterM-F 12-1p	ThF	:30	\$195.00	NM	
MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2	. I hands and Omma	MTu	.20	\$40E.00	NINA	
18 KVVU 10/22/12-10/23/12 Cops/Dog The Bounty	nunter i-zpm	MIU	:30	\$195.00	NM	
MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2 KVVU 10/22/12-10/23/12 Cops/Dog The Bounty	Hunter1-2nm	MTu	:30	\$195.00	NM	
® MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2	Tranter 1-2pm	MIN	.50	Ψ133.00	TAIVI	
20 KVVU 10/18/12-10/18/12 Katie	1-2pm	Th	:30	\$425.00	NM	
® MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2				,		
21 KVVU 10/19/12-10/19/12 Anderson	2-3p	F	:30	\$450.00	NM	
→ MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2					,	
22 KVVU 10/19/12-10/19/12 Dr Oz	3-4p	F	:30	\$500.00	NM	
⊕ MG for 13.2,16.1,17.1,20.1,16.2,15.1,15.2,19.2						
23 KVVU 10/22/12-10/23/12 Fox 5 News AM M-F 7	′a-9a M-F 7a-9a	MTu	:30	\$700.00	NM	
MG for 20.3,19.3 MG for 20.3,19.3	M E 40:05 4:05-	AATT 1.	.20	ቀንንድ ሳሳ	NIM	
24 KVVU 10/22/12-10/23/12 Friends	M-F 12:05-1:05a	MTu	:30	\$225.00	NM	
⊕ MG for 20.3,19.3	4.5-		.20		NIM	·
N 20 KVVU 10/17/12 10/19/12 The Dr.Oz Show Start Date End Date Weekdays Spots/W	4-5p <u>eek Rate</u>		:30		NM 1	\$500.00
Week: 10/15/12 10/21/12WTF 3	\$500.00					
	•					

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Contract Dates Product Estimate #
10/17/12 - 10/23/12 DEAN HELLER 4 SENA

AdvertiserOriginal Date / RevisionDean Heller For Senate10/15/12 / 10/22/12

Spots/

			Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length	Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	And the second s	to an anti-month of the transfer for the expension for the position		Contract Section	
Spot Ch Date Range Description	Start/End Time	Weekdays Len		<u>Type</u>		
1 KVVU 10/15/12-10/21/12 The Dr.Oz Show	4-5p	WThF	:30 \$ 500.00	NM		
See MG 19.16,19.17,19.18,19.19,19.20,19.21,19.22	4.5%	WThF	:30	A18.4		
3 KVVU 10/15/12-10/21/12 The Dr. Oz Show	4-5p	win	:30 \$ 500.00	NM		
See MG 19.23,19.24	4 Fr.	:30		NM	4	\$500.00
N 21 KVVU 10/23/12 10/23/12 The Dr.Oz Show Start Date End Date Weekdays Spots/Week	4- <i>5</i> p <u>Rate</u>	.30		IVIVI	1	φ500.00
Week: 10/22/12 10/28/12 -1 1	\$500.00					
N 22 KVVU 10/17/12 10/19/12 Fox 5 News at 5	5-530p	:30		NM	1	\$950.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12WTF 3	\$950.00	Maakdaya Lan	ath Data	Type		
Spot Ch Date Range Description 2 KVVU 10/15/12-10/21/12 Fox 5 News at 5	Start/End Time 5-530p	<u>Weekdays</u> <u>Len</u>	g <u>th </u>	<u>Type</u> <i>NM</i>		
See MG 19.3, 19.4, 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11	•		Ψουσ.σο	, , , , ,		
3 KVVU 10/15/12-10/21/12 Fox 5 News at 5	5-530p		:30 \$ 950.00	NM		
See MG 19.3, 19.4, 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11	•	19.15				
N 23 KVVU 10/23/12 10/23/12 Fox 5 News at 5	5-530p	:30		NM	1	\$9 <i>5</i> 0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/22/12 10/28/12 -1 1	\$9 <i>5</i> 0.00					
N 24 KVVU 10/18/12 10/19/12 Fox 5 News at 5 MF 530-6p	M-F 530-6p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12TF 2	\$1,025.00	101led 1	ntle Dete	Time		
Spot Ch Date Range Description 1 (A) (III 10 (15) (10) (10) (10) (10) (10) (10) (10) (10	Start/End Time	Weekdays Leng	g <u>th </u>	<u>Type</u> NM		
1 KVVU 10/15/12-10/21/12 Fox 5 News at 5 MF 530-6; See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.11	•		.30 \$ 1,020.00	IVIVI		
2 KVVU 10/15/12-10/21/12 Fox 5 News at 5 MF 530-6			:30 \$ 1,025.00	NM		
See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.11			71,1-111			
N 25 KVVU 10/22/12 10/23/12 Fox 5 News at 5 MF 530-6p		:30		NM	4	\$3,625.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					•
Week: 10/22/12 10/28/12 MT 2	\$1,025.00					
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Len</u>		<u>Type</u>		
2 KVVU 10/22/12-10/28/12 Fox 5 News at 5 MF 530-6	о M-F 530-6p	MTu	·30 \$1,025.00	NM		
See MG 25.3,25.4,25.5 3 KVVU 10/22/12-10/22/12 BB League Championships	1nm-8nm	M	30 \$2,200.00	NM		
3 KVVU 10/22/12-10/22/12 BB League Championships ⊕ MG for 19.7,19.4,25.2	трит-орит	101	φ2,200.00	14141		
4 KVVU 10/22/12-10/22/12 Special Early News	Special Early Nev	W{M	30 \$300.00	NM		
⊕ MG for 19.7,19.4,25.2	1					
5 KVVU 10/23/12-10/23/12 Extra	M-F 1:05-1:35am	-Tu	30 \$100.00	NM		
⊕ MG for 19.7,19.4,25.2						
N 26 KVVU 10/17/12 10/18/12 MORE Access	630-7pm	:30		NM	1	\$400.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12WT 2	\$400.00	Maakdaya Lan	nth Data	Tymo		
Spot Ch Date Range Description 1 KVVU 10/15/12-10/21/12 MORE Access	Start/End Time 630-7pm	Weekdays Leng	gth <u>Rate</u> :30	<u>Type</u> NM		
See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.11	•		.50 \$400.00	7 4747		
		:30		NM	1	\$400.00
N 27 KVVU 10/22/12 10/23/12 MORE Access Start Date End Date Weekdays Spots/Week	630-7pm Rate	.50		14141	'	Ψ-100.00
Week: 10/22/12 10/28/12 MT 2	\$400.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Len	gth <u>Rate</u>	<u>Type</u>		
1 KVVU 10/22/12-10/28/12 MORE Access	630-7pm	MTu	:30 \$400.00	NM		
See MG 19.3, 19.4, 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11	,19.12,19.13,19.14,	19.15				

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58

Totals

\$46,940.00



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

 Advertiser
 Original Date / Revision

 Dean Heller For Senate
 10/15/12 / 10/22/12

Spots/

		Spots	<i>6/</i>			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	: Rate	Type S _l	oots	Amount
N 28 KVVU 10/19/12 10/19/12 Extra	M-F 7-730p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/121 1	\$950.00	NAT THE TOTAL PROPERTY.	D - 1	т		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> \$950.00	<u>Type</u> NM		
1 KVVU 10/15/12-10/21/12 Extra See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.11	M-F 7-730p	, , , , , , , , , , , , , , , , , , , ,	\$950.00	IVIVI		
		:30		NM	1	\$850.00
N 29 KVVU 10/17/12 10/19/12 TMZ Start Date End Date Weekdays Spots/Week	730-8p Rate	.30		Nivi	ı	φοου.υυ
Week: 10/15/12 10/21/12W-F 2	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 TMZ	730-8p	WF :30	\$850.00	NM		
See MG 29.3						
2 KVVU 10/15/12-10/21/12 TMZ	730-8p	WF :30	\$850.00	NM		
See MG 19.3, 19.4, 19.5, 19.6, 19.7, 19.8, 19.9, 19.10, 19.11			\$850.00	NM		
3 KVVU 10/23/12-10/23/12 TMZ ⊕ MG for 29.1 10/17	730-8p	-Tu :30	φοου.υυ	INIVI		
	700.0-	.20		NM	^	ቀስ ሰስ
N 30 KVVU 10/22/12 10/22/12 TMZ Start Date End Date Weekdays Spots/Week	730-8p Rate	:30		INIVI	0	\$0.00
Week: 10/22/12 10/28/12 1 1	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 KVVU 10/22/12-10/28/12 TMZ	730-8p	M:30	\$850.00	NM		
See MG 19.3,19.4,19.5,19.6,19.7,19.8,19.9,19.10,19.11	,19.12,19.13,19.14,	19.15				
N 31 KVVU 10/17/12 10/19/12 Fox 5 News M-F 10p-11p	10p-11p	:30		NM	2	\$4,300.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/15/12 10/21/12W-F 2	\$2,150.00					
N 32 KVVU 10/20/12 10/20/12 FOX 5 News Sat 10-11p	10-11p Sat	:30		NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	<u>Rate</u> \$1,500.00					
110011. 10, 10, 12		.20		NIN A	4	\$850.00
N 33 KVVU 10/21/12 10/21/12 Fox News Sunday 8-9a Start Date End Date Weekdays Spots/Week	8-9a Rate	:30		NM	1	φοου.υυ
Week: 10/15/12	\$850.00					
N 34 KVVU 10/21/12 10/21/12 NFL Pre-Game Show	NFL Sa-Su 8a-6p	:30	,	NM	1	\$1,925.00
Start Date End Date Weekdays Spots/Week	Rate	100			·	4.1,020.00
Week: 10/15/12 10/21/121 1	\$1,925.00					
N 35 KVVU 10/21/12 10/21/12 NFL Early Game	NFL Early Game	:30		NM	1	\$7,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/15/12 10/21/121 1	\$7,500.00					
N 36 KVVU 10/21/12 10/21/12 Sports Plus Su 1045p	1045p-11p	:30		NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/15/12 10/21/121 1	\$1,200.00					A 450 CC
N 37 KVVU 10/18/12 10/18/12 Anderson	2-3p	:30		NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 T 1	<u>Rate</u> \$450.00					
**************************************	7 100.00					

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/23/12	58	\$46,940.00	\$39,899.00
Totals	58	\$46,940.00	\$39,899.00

(* Line Transactions: N = New, E = Edited, D = Deleted)



	Contract / Revision 498623 /	<u>Alt Order #</u> 06368051
Contract Dates 10/17/12 - 10/23/12	Product DEAN HELLER 4 S	Estimate #
Advertiser Dean Heller For Senate	9	Original Date / Revision 10/15/12 / 10/22/12

Signature:	Date:	

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

REP HEADLINE# 6368051 \$\$\$ MOD# 1: UNAPPROVED

TRF# 498623 REV #1 \$\$\$

OCT22/12 14.52 *** KVVU-TV ***

ADV AGY ORDER CITY TAX FLIGHT PRDCT # # # 1751 DATES OCT17/12 DEAN HELLER ADV. AGY. 4 STATE SENATE EST# NAME NAME TAX STRATEGIC MEDIA SERVICES POLI/D HELLER/R/SEN/NV OCT23/12 WASHINGTON, 3299 K. CONTRACT STREET NW, SUITE WK-1 # COMMENTS: Da 6368051 20007 CO-OP (LINE, BILLING 200 ORDER, NEEDED INVOICE) BUYER NAME CLASS: NATL. SALES PRSN REP.# PH-NEIL WILLIAMS OFF.# TERESA DIFURIA LOCAL 762 DATE SALESMAN REGIONAL OCT22 /12 # 14.

52

REP: OK'D M6 SEE LINES
NEW TOTAL \$46940
PLS CNF THANKS
NIKKI 59-61

STA:

CON CM **** THIS S A CASH IN ADVANCE SCHEDULE *****

						: LINE#:REP
PROGRAM: NEWS CON COM1: MAX 1X DAY	25 S 530P-600P	PROGRAM: TMZ ORD COM1: SPOTS N/F PART OF A MAKEGOOD M	49 S 930P-1000P	PROGRAM: SPECIAL NORD COM1: SPOTS N/A	46 S 730P-800P	#:REP :CD: TIME PERIOD
Ā	30	TMZ SPOTS N/A DUE TO SPORTS AI MAKEGOOD MADE UP OF LINES	30	SPECIAL NEWS AFTER DEBATE SPOTS N/A DUE TO SPORTS AI MAKEGOOD MADE UP OF LINES	30	OD : LGTH : SEC
	\$1,025.00	AND DEBATE. NOT 8 44-54	\$825.00	TE AND DEBATE. NOT S 44-54	\$765.00	: RATE
	10/22	PRE-BOOKED	10/22	PRE-BOOKED	10/22	: START
	10/23	OOKED PLS APPROVE.	10/22	OOKED PLS APPROVE.	10/22	: END :
	Н	OVE.	0	OVE.	0	: SPTS: WEEK
	M-IC		MON		MON	T: DAYS
	Ч		0		0	YS :TOTL:

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!
HARRIS REPORT FROM REP OCT22/12 14.52

OCT/12	M6 OR'D	P1		74 100 14		PR OR TH TH TH		: LINE#:RE
46940.00	ADB ADB ADB ADB ADBBHY		61 A 10	PROGRAM: ORD COM1: ORD COM2: PART OF A 1	60 A 4	OGRAM: D COM1: D COM2: IS IS A IS IS A IS IS A	59 A 4	EP :CD:
O	#25 MIS #46 #49 OF	RA TS N/ S 10/ GOOD	05A-135A	NEWS SPOTS N/A ENDS 10/2 MAKEGOOD M	00P-430P	NICS GAME SPOTS N/A ENDS 10/23 MAKE-GOOD F MAKE-GOOD F	30P-800P	TIME PERIOD
	SSED:M-TU/5 MON/73 MON/93 MON/43 & MON/40 & TUE/10 CMT:SPOTS CMT:ENDS 1	DUE TO · CREDI		DUE TO 3. CREDI		#7 DUE TO CREDI OR OCT2 OR OCT2 OR OCT2		IOD : LGTH
	530P-600 30P-800P 30P-1000 30P-800P 00P-430P 05A-135A N/A DUE 10/23. C	PRG CHG. I	30	PRG CHG. A T \$15. PLS	30	PRG CHG. T \$15. PL 2 ON LINE 2 ON LINE 2 ON LINE	30	:: SEC
	P TO PRG CHG REDIT \$15.	AIRING NLCS S APPROVE. 59-61	\$100.00	AIRING NLCS S APPROVE. 59-61	\$300.00	AIRING NICS S APPROVE. -25 FOR 1 S -46 FOR 1 S -49 FOR 1 S	\$2,200.00	RATE
	OCT22 OCT22 OCT22 OCT22 OCT23 OCT23 APPROVE.	GAME #7. SEE	10/23	GAME #7. SEE	10/22	GAME #7. SEE POT/WK POT/WK POT/WK	10/22	: START
	30 30 30 30 30 30 47.	E MG OFFER.	10/23	E MG OFFER.	10/22	E MG OFFER.	10/22	: END :
CONTRACT	S \$1,025 S \$2,05.0 S \$2,20.0 S \$300.0 S \$100.0	FLIGHT	Н	FLIGHT	Ľ	FLIGHT	Н	SPTS: WEEK
T TOTAL	.00 0 0 0 0 0 0		TUE		MON		NON	
46	(OCT22/12) PLS ADVISE							DAYS
5940.00	22/12) ADVISE.		Н		Н		ц	: TOTL:

MARKET TOTALS \$233,500 KVVU 20% KSNV 28% KTUD 0% KLAS 26% KTNV 18% KVMY 5% KVCW 3% TOTAL SPOTS CABL 0%

58

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

CONTRACT

FOX 5 KVVU-TV Henderson - Las Vegas

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Re	vision		Alt Order #	<u> </u>
	498129	1		06367952	
Product					
NRSC-HELLER 4 SENATE	E				
Contract Dates	Estimate #				
10/10/12 - 10/16/12					
<u>Advertiser</u>			Ori	ginal Date	/ Revision
NRSC Heller For Senate			1	0/10/12	/ 10/18/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accour	nt Ex	xecutive	Sales Office
	KVVU	Teresa	Dif	uria	TELEREP-PHII
	Special Hand	ling			
	Demographic				
	Adults 35+				
	IDB#	<u>Adverti</u>	ser	Code	Product Code
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 10/11/12 Fox 5 News AM M-F 6a-7a M-F 6a-7a :30 NM \$725.00 End Date Start Date **Weekdays** Spots/Week Rate Week: 10/08/12 10/14/12 ---1--\$725.00 M-F 6a-7a KVVU 10/15/12 Fox 5 News AM M-F 6a-7a 10/15/12 :30 NM \$725.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/15/12 10/21/12 \$725.00 KVVU 10/12/12 10/12/12 Fox 5 News AM M-F 7a-9a M-F 7a-9a :30 NM \$700.00 1 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 10/08/12 10/14/12 ----1--\$700.00 KVVU 10/15/12 10/16/12 Fox 5 News AM M-F 7a-9a M-F 7a-9a :30 NM 2 \$1,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$700.00 10/12/12 KVVU 10/11/12 M-F 9a-10a More M-F 9-10a :30 NM 2 \$550.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$275.00 2 KVVU 10/16/12 10/16/12 More M-F 9-10a M-F 9a-10a :30 NM \$275.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$275.00 -1----8 KVVU 10/11/12 10/11/12 Fox 5 News at 5 5-530p :30 NM \$550.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ---1---\$550.00 9 KVVU 10/16/12 10/16/12 Fox 5 News at 5 5-530p :30 NM \$550.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 -1----\$550.00 10 KVVU 10/11/12 10/11/12 MORE Access 630-7pm :30 NM \$3,975.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ---1---\$400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Revision Alt Order # 498129 06367952

Contract Dates Product Estimate # 10/10/12 - 10/16/12 NRSC-HELLER 4 SENA

Advertiser Original Date / Revision 10/10/12 / 10/18/12 NRSC Heller For Senate

			Spots/	,			
*Line Ch Start Date End Date Description	Start/End Time	Days Lei	ngth Week		Type S	pots	Amount
<u>Start Date End Date Weekdays Spots/Week</u> Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Mookdovo	Longth	Data	Tuna		
Spot Ch Date Range Description 1 KVVU 10/08/12-10/14/12 MORE Access	630-7pm	<u>Weekdays</u> Th	<u>Length</u> - :30	<u>Rate</u> \$400.00	<u>Type</u> NM		
See MG 10.2, 10.3, 10.4, 10.5, 10.6, 10.7, 10.8	000 rp		.00	Ψ 100.00	, , , , ,		
2 KVVU 10/12/12-10/12/12 MORE Access	630-7pm	F	- :30	\$400.00	NM		
MG for 10.1,15.1,13.2,13.1,12.1,14.1 NOVIL 10/12/13 10/12/13 Fitze	M E 7 720°	F	.00	# COF 00			
3 KVVU 10/12/12-10/12/12 Extra ❷ MG for 10.1,15.1,13.2,13.1,12.1,14.1	M-F 7-730p		- :30	\$625.00	NM		
4 KVVU 10/12/12-10/12/12 TMZ	730-8p	F	- :30	\$850.00	NM		
MG for 10.1,15.1,13.2,13.1,12.1,14.1							
5 KVVU 10/15/12-10/15/12 Extra	M-Sa 8-10p/Su 7-	-1M	:30	\$650.00	NM		
	M-Sa 8-10p/Su 7-	-1M	- :30	\$825.00	NM		
® MG for 10.1,15.1,13.2,13.1,12.1,14.1	W Ga G Toprou 7	- 11-1	.50	ψ020.00	INIVI		
7 KVVU 10/12/12-10/12/12 Fox 5 News at 6pm	M-F 6-630pm	F	- :30	\$525.00	NM		
® MG for 10.1,15.1,13.2,13.1,12.1,14.1				****			
8 KVVU 10/15/12-10/16/12 Extra ⊛ MG for 10.1,15.1,13.2,13.1,12.1,14.1	M-F 1:05-1:35am	мти	- :30	\$100.00	NM		
N 11 KVVU 10/16/12 10/16/12 MORE Access	630-7pm		:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate		.50		IVIVI	U	\$0.00
Week: 10/15/12 10/21/12 -1 1	\$400.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 MORE Access Credited	630-7pm	-Tu	:30	\$400.00	NM		
N 12 KVVU 10/11/12 10/11/12 Extra	M-F 7-730p		:30		NM	0	ድር ርር
Start Date End Date Weekdays Spots/Week	Rate		.50		INIVI	0	\$0.00
Week: 10/08/12 10/14/121 1	\$625.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
1 KVVU 10/08/12-10/14/12 Extra	M-F 7-730p	Th	:30	\$625.00	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8 N 13 KVVU 10/15/12 10/16/12 Extra	M-F 7-730p		:30		NM	0	00.00
Start Date End Date Weekdays Spots/Week	Rate		.50		INIVI	U	\$0.00
Week: 10/15/12 10/21/12 MT 2	\$625.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 Extra See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8	M-F 7-730p	MTu	:30	\$625.00	NM		
2 KVVU 10/15/12-10/21/12 Extra	M-F 7-730p	MTu	:30	\$625,00	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8				,			
N 14 KVVU 10/11/12 10/11/12 TMZ	730-8p		:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate						
Week: 10/08/12 10/14/121 1 Spot Ch Date Range Description	\$850.00 Start/End Time	Weekdays	Length	<u>Rate</u>	Type		
1 KVVU 10/08/12-10/14/12 TMZ	730-8p	Th		\$850.00	NM		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8				***************************************			
N 15 KVVU 10/16/12 10/16/12 TMZ	730-8p		:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate				- 1		
Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description	\$850.00 Start/End Time	Weekdays	Length	<u>Rate</u>	<u>Type</u>		
1 KVVU 10/15/12-10/21/12 TMZ	730-8p	-Tu		\$850.00	NM .		
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8			. 30	,			
N 16 KVVU 10/15/12 10/16/12 Fox 5 News M-F 10p-11p	10p-11p		:30		NM	2	\$4,300.00
Start Date End Date Weekdays Spots/Week	Rate				1		



	Contract / Revision	Alt Order #
	498129 /	06367952
Contract Dates	Product	Estimate #
ontract Dates	Product	Estimate #

NRSC-HELLER 4 SENA 10/10/12 - 10/16/12

Original Date / Revision Advertiser 10/10/12 / 10/18/12 NRSC Heller For Senate

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/12MT2	<u>Rate</u> \$2,150.00				
N 17 KVVU 10/13/12 10/13/12 FOX 5 News Sat 10-11p Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	10-11p Sat <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
N 18 KVVU 10/14/12 10/14/12 Fox News Sunday 8-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	8-9a <u>Rate</u> \$850.00	:30	MM	1	\$850.00
N 19 KVVU 10/14/12 10/14/12 NFL Pre-Game Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	NFL Sa-Su 8a-6p <u>Rate</u> \$1,925.00	:30	NM	1	\$1,925.00
N 20 KVVU 10/14/12 10/14/12 NFL Late Game <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	NFL Late Game <u>Rate</u> \$8,500.00	:30	NM	1	\$8,500.00
N 21 KVVU 10/14/12 10/14/12 Fox 5 News Su 10p-1045p Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	Su 10p-1045p <u>Rate</u> \$1,275.00	:30	NM	1	\$1,275.00
N 22 KVVU 10/14/12 10/14/12 BB League Championships <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12S 1	1pm-8pm <u>Rate</u> \$3,250.00	:30	NM	1	\$3,250.00
	The state of the s	Total	S	25	\$31,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/16/12	25	\$31,050.00	\$26,392.50
Totals	25	\$31,050.00	\$26,392.50

Signature:	Date:
------------	-------

 REP HEADLINE#
 6367952
 TRF#
 498129

 \$\$\$ MOD#
 1: UNAPPROVED
 REV
 #1
 \$\$\$

-4100 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES** REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET

FAX# 610-225-1191

OCT18/12 18.34 *** KVVU-TV ***

ADV #	ADV.	NAME	ADV. NAME POLI/NRSC-HELLER/R/SEN/NV	REP.# OF	OFF.# 762 SALES	SALESMAN #
AGY # 1751	AGY.	NAME	AGY. NAME STRATEGIC MEDIA SERVICES	BUYER NAME NEIL WILLIAMS	WILLIAMS	
			3299 K. STREET NW, SUITE 200	SALES PRSN PH-	TERESA DIFURIA	
			WASHINGTON, DC 20007			
ORDER #			CONTRACT # 6367952	CLASS: NATL.	LOCAL REGIONAL	NAL
PRDCT NRSC-HE	LLER 4	SENA	NRSC-HELLER 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)	CE)		
FLIGHT DATES OCT10/12	CT10/1	7	OCT16/12 WK-1			
CITY TAX	ω	STATE TAX	TAXCO-OP BILLING NEEDED		DATE OCT1	DATE OCT18/12 18.34

NEW TOTAL \$31050 (-400) **REINVESTING \$\$ TO HL 6368073** PLS CNF THANKS TO ROSE FR NIKKI OK'D M2 REP:

STA:

**** THIS IS A CASH IN ADVANCE SCHEDULE **** CONCM

NRSC-DEAN HELLER FOR SENATE

TOTE:	0				
DAYS				(OCT18/12)	
: WEEK :	TOE			\$400.00	
END :SPTS: WEEK: DATE : /WK: INVT	10/16 0			308	
START DATE	10/16			OCT16	ENDED. PLS CREDIT.
RATE	\$400.00	r16			SHT ENDED. P.
: LGTH : SEC	0 e	T(S) MISSED OC		MISSED: TUE/630P-700P	CFFER: NONE CMT:SPOT N/A. FLIGHT
: CD: TIME PERIOD	S 630P-700P	PROGRAM: MORE CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT1	300D OFFERS:	BUY#11 MISSED	OFFER CMT
:LINE#:REP :CD:	11	PROGR? CREDII	STATION MAKEGOOD OFFERS:	M2 OK'D	

31050.00 OCT/12

31050.00 CONTRACT TOTAL TOTAL

REP HEADLINE# 6367952 TRF# 498129 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP
CHANGES *

OCT18/12 18.34 *** KVVU-TV ***

: TOTI: :SPTS: DAYS .. . WEEK :SPTS: . /WK: END START DATE RATE •• SEC LGTH .. . PERIOD TIME . CD: LINE#: :LINE#:REP

% CABL % % KVCW U % KVMY KTNV 18% 26% KLAS 0 28 % % KSNV KTUD 20% KVVU \$157,250 MARKET TOTALS

SVC- NSI DEMOS- RA35+*

N-PROGRAM NAME M-MAKEGOOD L-LENGTH DE-DELETE E-EFF DATES C-CANCELLED B-BUY TYPE A-ADD MOD CODE

*-MULTIPLE Z-COMMENTS Y-DAYS X-LATE T-TIME S-SPOTS PER WEEK R-RATE Q-PAID PGM P-CLASS, PLAN, SECT